

Message Text

UNCLASSIFIED

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56

ACTION CU-04

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R 011239Z MAR 76
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TO SECSTATE WASHDC 6170
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UNCLAS LISBON 1307

STATE FOR CU/WE
USIA FOR IEU/MCLAUGHLIN

E.O. 11652: N/A
TAGS: SCUL, PO
SUBJ: TELEVISED CULTURAL PRESENTATIONS

1. PORTUGUESE STATE TELEVISION NETWORK FILMED FOLKSINGER BILL CROFUT AND HICKORY WIND GROUP DURING THEIR OPORTO APPEARANCES IN RECENT MONTHS. NATIONWIDE NETWORK IS NOW BROADCASTING LARGE SEGMENTS OF THEIR SHOWS, ALONG WITH INTERVIEWS; ATTRACTIVE FIRST HALF OF PROGRAM, WHICH WAS PREPARED IN CONTEXT OF PRESENTATION OF AMERICAN FOLK MUSIC, FEATURED CROFUT AND WAS AIRED AT PRIME-TIME SLOT OF 2000-2030 SUNDAY, FEBRUARY 29. SECOND HALF, WITH THE HICKORY WIND, IS SCHEDULED FOR SAME TIME ON SUNDAY, MARCH 7.

2. POST NOTES THAT, WITH A BIT OF MEDIA COORDINATION AND COOPERATION, MULTIPLIER EFFECT OF CULTURAL PRESENTATIONS ALLOWS THEM TO "LIVE-ON" -- MUCH BEYOND THE ONE OR TWO PUBLIC PERFORMANCES ARTISTS ARE ABLE TO GIVE WHILE IN COUNTRY. WE FEEL SUCH PRESENTATIONS ARE MOST USEFUL AND HENCE RESTATE APPRECIATION FOR INCLUDING LISBON AMONG IMPORTANT PROGRAMMING THIS SEASON.
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